



Boris Figueroa

Motion Designer & Art Director

Based in Dublin, Ireland

hi@boris-figueroa.com

www.boris-figueroa.com

EDUCATION

Master in Content and Audiovisual Formats
Universitat de València, Spain

Communication, Organizational & Leadership
UTEM, Chile

Visual Communication Design
UTEM, Chile

WORK EXPERIENCE (2015–2025)

2024–2025 – SENIOR MOTION DESIGNER

Ryanair, European HQ (Ireland)

- Designed and animated multi-platform content for European campaigns (Reels, Stories, TikTok, YouTube, paid social).
- Developed hybrid workflows mixing 3D, AI-driven visuals, and traditional motion design.
- Produced promotional videos, explainers, and app-related content.
- Built modular templates for localization across multiple European languages.

2022–2024 – SENIOR DESIGNER / MOTION DESIGNER

Forsman & Bodenfors, Ireland

- Led motion design for advertising campaigns across digital, broadcast, and OOH.
- Developed visual systems aligned with branding and campaign strategy.
- Produced 2D/3D animations, typographic sequences, and cinematic transitions.
- Created styleframes, motion tests, and exploratory visuals.



Boris Figueroa

Motion Designer & Art Director

Based in Dublin, Ireland

hi@boris-figueroa.com

www.boris-figueroa.com

SKILLS SUMMARY

- Motion Design (2D/3D)
- AI-Driven Workflows
- Art Direction & Visual Systems
- Video Editing
- Typography & Layout
- Concept Development
- Storytelling for Motion
- Social Media Content
- Branding Motion & Identities
- Cinematic Look & Pacing

2019–2021 – ART DIRECTOR / MOTION DESIGNER

HVF Creative Studio, Ireland

- Directed motion design for interviews, YouTube series, and cultural projects.
- Created visual concepts, art direction, and motion identity systems.
- Integrated motion design with live-action footage and editorial content.
- Managed consistency across video, sound, typography, and narrative pacing.

2017–2019 – MOTION DESIGNER

CNN Chile

- Designed on-air graphics for breaking news, headlines, intros, and special reports.
- Produced data-driven infographics for editorial segments.
- Created graphic packages for daily news programs.
- Adapted graphics for digital platforms and mobile formats.

2015–2020 – UNIVERSITY PROFESSOR (Visual Communication)

UTEM, Chile

- Taught Visual Communication I & II.
- Designed coursework focused on storytelling, composition, and visual thinking.
- Guided students through motion, photography, and conceptual exercises.
- Evaluated creative projects and provided academic mentorship.
- Introduced emerging digital tools and design methodologies.
- Supported portfolio development for early-career designers.

SOFTWARES & TOOLS

Motion & Editing: After Effects · Premiere

Design: Photoshop · Illustrator · InDesign

3D: Blender · Unreal (exploratory)

AI Workflows: OpenAI · Runway · Midjourney · ChatGPT · Firefly · VEO 3
Kling · Nano banana

Collaboration Tools: Notion · Trello · Miro · Frame.io · Monday